

ABSTRACT OF THE DISCLOSURE

A wireless communication device, comprising: a wireless communication unit which communicates with other communication device located at a prescribed range; a first identification information generator which generates first identification information including a service name of available service and inherent information; an encryption unit configured to encrypt said first identification information by using a prescribed encryption key to generate encryption data; a second identification information generator which generates second identification information including the service name, the inherent information and the encryption data; and an inherent information transmitter which transmits the second identification information for an other communication device which has requested transmission of the inherent information.